

[By OnlineInterviewQuestions.com](http://OnlineInterviewQuestions.com)

[Digital Marketing Interview Questions](#)

Read best interview questions on Digital Marketing

Interview Questions on Digital Marketing

[Q1. Which kind strategy do you think is ideal?](#)

Basically, my view thinking about marketing and advertising strategies are to be split into two main categories which include long-term and short-term strategies. Short-term strategies are ideal if you are in need to build traffic or sales quickly and for a set amount of money, you can place, ads or distribute a message that leads to an immediate response, but finite number of new customers who are interested in Long-term strategies, on the other hand, require more investment, both of time and in money. They also usually don't allow you to see results right away, but over time, their effectiveness grows, ultimately leading to a higher long-term Return on investment and a better capacity to sustain themselves.

[Q2. Digital Marketing is better than traditional marketing, can you plz explain the statement?](#)

Basically, the goal of both marketing is same that is to attract and drive visitors of advertising to buy the product thereby increasing the business profit. Basic, difference between both is that if we go for a traditional marketing it is difficult to measure how many people read you're advertising and how many took favorable action upon viewing it and this demerit is overcome by online marketing in which you can know how many people viewed your advertisement and how many purchased the product. And also cost-effectiveness is a factor which distinguishes between two.

[Q3. What do you think which marketing strategy is the best?](#)

SEO is an acronym for Search engine optimization is basically one of the best strategies according to me as It's the best process for optimizing your website and off-site targets to increase your rankings and visibility in search engines. This increase in ranking of one's search engine and results in more traffic as a result of it, more revenue.

[Q4. Why SEO strategy is advantageous, plz elaborate?](#)

It is advantageous basically due to its Flexibility. Your strategic direction in SEO is usually dictated by the types of keywords you want to target and the type of visibility you want to earn. Since pretty much everybody uses search engines as a conduit for their eventual online interactions, this makes SEO an enormously flexible strategy. You can use it for almost any business in any industry, and customize it to your needs. SEO is also advantageous because of its precision. Though you'll be in the dark about certain subjective information, like your exact domain authority, you can track your rankings and scrutinize meticulous details about your audience.

Q5. What do you think sustained authority and content marketing exactly is?

Sustained authority is That authority which you build in your SEO campaign and is permanent. You'll continue reaping results of your efforts even after you have ended your campaign. But Content marketing serves as an excellent complementary strategy to SEO which I consider it an inherent part of SEO. At its core, content marketing is the development, publication, and syndication of content that's valuable to your customers, whether it comes in the form of buying guides or entertainment.

Q6. What do you think, why content writing is valuable?

It is Due to Trust and reputation, strategic complements and conversion potential. Content marketing isn't just about attracting more traffic to your site. It's also about building your brand's reputation and building trust within your target audience. This will lead to an increase in customer retention and public brand perceptions in addition to core visibility. In field of Strategic complements, Content marketing is an excellent complementary strategy to any other strategy on this list; it can significantly influence your organic search rankings, provide value for your email marketing blasts, and even be a source of material for your social media marketing campaign while in Conversion potential You can use your content as a means to convert your audience, rather than just attracting them, so long as you include a call-to-action in your posts. This makes your content a perfect one And adds a Lasting value. Every piece of content you create will remain on your site until you choose to take it out. That means every new piece you add increases your brand online value permanently and continues returning value to your brand.

Q7. Does email marketing have higher ROI than other marketing?

Email marketing has been around since the early days and all our new forms of digital communication haven't yet led to its downmarket. Email marketing usually consists of regularly sent newsletters and promotional offers to a growing list of subscribers. And has distinct pure advantages. According to some of the studies, email marketing has a higher return on investment than any other marketing, sometimes projected as returning 399 percentage of your investment. Email marketing is basically useful for both attracting new customers and be in touch with old ones. There are not many best practices or technical components to learn in the field of email marketing. Though it takes a lot of time and patience to organize it and it's an approachable strategy for anyone with a basic grasp of marketing fundamentals.

Q8. What is social media marketing, is it free to create any business page on social media or charges are applied?

Social media marketing is the process of building the reputation for your brand through social media channels like Facebook, Twitter, Instagram and many more popular networks. It's nearly impossible to see a high return on investment right off the bat, but over time, you'll take advantage of inherent benefits and also It's free to create a page for your business on social media, and is free to post. You will just have to invest time in your campaign, but the low-cost barriers to entry make social media one of the best strategy targets for long-term profitability. Social media can be used for a variety of attraction, and promotion. If you get the timing right or get a little lucky, the sharing power on social media can make your brand visibility increase hundred times more. This is the medium through which content becomes viral.

Q9. So which of the strategies is best for long-term online marketing?

That depends on what your goals are. If you're interested in the highest possible return on what you invest,

email marketing is probably your best bet, but if you want a well-rounded strategy with many benefits and virtually unlimited growth, content marketing is better. If you want the absolute best results, no matter what your goals are, you should be using these four strategies in tandem with one another. Individually, they're each a powerful way to build your reputation and attract more traffic to your site, but together, they're far bigger than just the sum of their parts.

Q10. What's webinar?

Webinar is essentially a seminar that takes place online. It can be in the form of a demonstration or discussion. Webinars are often used as magnets for email marketing and the right topic can drive a large batch of new subscribers to your list. It can also be used to build credibility with your current subscribers. Webinars can also be recorded and used as standalone products or even a series of products. They are a great medium for both live and recorded training. Webinars tend to be more engaging than simple videos, even if they are used in exactly the same way.

Q11. How many ways digital marketing classified?

Digital marketing is classified into two types

Inbound Digital Marketing

1. SEO(Search Engine Optimization)
2. SMM(Social Media Marketing)
3. Content Marketing
4. Product Branding

OutBound Digital Marketing

1. Trade shows
2. Placing ads in a newspaper
3. Radio and TV Ads
4. Seminar series
5. Cold calling

Please Visit OnlineInterviewquestions.com to download more pdfs